

The MANAGEMENT PLUS series

Concepts

BUSINESS AWARENESS

OBJECTIVES

Reading this unit will help you to:

- Determine the nature of the organisation
- Assess the impact of internal factors such as culture and structure on organisations
- Conduct internal environment analysis
- Identify stakeholders and their impact on the business
- Assess trends in the external environment that will affect organisations in the future
- Explore the organisations' position in the marketplace
- Use analytical techniques to determine opportunities and threats to the business



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Articles

1. The nature of organisations
2. The strategy process
3. The internal environment: culture and structure
4. Internal capabilities
5. The balanced scorecard
6. Portfolio analysis
7. Stakeholders
8. Market analysis
9. Industry analysis
10. The macro environment: politics
11. The macro environment: economics
12. The macro environment: social matters
13. The macro environment: technology
14. The macro environment: legislation
15. the external environment: eco-environmental factors
16. PESTLE analysis
17. The internal and external environment: SWOT analysis

Further reading...

The MANAGEMENT PLUS series

Applications Guide

BUSINESS AWARENESS

OBJECTIVES

The activities in this guide will help you to put into practice the concepts of management covered by this title:

- Determine the nature of the organisation
- Assess the impact of internal factors such as culture and structure on organisations
- Conduct internal environment analysis
- Identify stakeholders and their impact on the business
- Assess trends in the external environment that will affect organisations in the future
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Activities

1. Focusing on your organisation
2. Strategy
3. Assess your organisation's culture and structure
4. Structural change
5. The internal environment
6. the balanced scorecard
7. Portfolio analysis
8. Stakeholder analysis
9. The market economy
10. Market research
11. The Ansoff matrix
12. Industry analysis
13. Politics and economics
14. Social trends
15. The impact of technology
16. Legislation
17. An eco-environmental audit
18. PESTLE analysis
19. SWOT analysis